SPECIAL CARTIER

SALES TASK FORCE

TRAINING PROGRAM

NEW YORK OFFICE

AUGUST 23-25, 1989

PARTICIPANT WORKBOOK

2043837617

Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

INTRODUCTION

The material in this Workbook is designed with YOU in mind.

Selling Cartier Vendome cigarettes to outlets not in our traditional sales workload, of whom we have limited knowledge, and familiarity, is a unique CHALLENGE!

To prepare you to meet this challenge, we've created a training program for Cartier that has four very simple objectives:

- To thoroughly review/discuss all of the critical elements of our Wave I launch in the Los Angeles sub-market.
- To help you acquire basic knowledge about the non-traditional accounts you will be contacting, and understand how Cartier benefits their business.
- To develop a sales strategy that positions Cartier for success.
- To develop powerful sales presentations using Partnership Selling Skills that will help you create a "presence" for Cartier in L.A.

Cartier Vendome cigarettes will be an exhilarating sales experience for you. Our marketing and manufacturing professionals have given us a real WINNER!

Cartier's elegant packaging, slim European styling, pearl tip, light, premium tobacco taste, and impactful advertising will strongly appeal to affluent, upscale female smokers.

Moreover, Cartier's attractive displays, upscale customer satisfaction potential, and incentives will interest and excite Owners and Managers of each type of outlet you will contact.

All that remains is the best sales force to sell it. And that's YOU! You are the last vital "link" between Cartier and the consumer. In the final analysis, Cartier's success depends on your very best professional salesmanship and daily efforts. Successful salespeople "take charge" and accomplish their objectives because they are knowledgeable, prepared and highly skilled.

That is the purpose of this Workbook and Training Program.

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TRAINING OBJECTIVES

- Thoroughly Review/Discuss Wave I Launch Elements
- Acquire Basic Knowledge About:
  - Non-Traditional Accounts
  - How Cartier Benefits Them
- Develop A Sales Strategy That Positions Cartier For Success
- Develop Sales Presentations That Will Help Us Create Cartier "Presence"

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TABS

- CARTIER LAUNCH ELEMENTS
- WHAT/WHY PEOPLE BUY
- CARTIER FEATURES/BENEFITS
- ACCOUNT/CONSUMER PROFILES
- SALES STRATEGY
- SELLING SKILLS
- CARTIER SPECIAL PRICING
- CARTIER TRAINING/TOUR

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WHAT AND WHY PEOPLE BUY

Selling Cartier to non-traditional accounts presents some unique challenges for you. You will have no working knowledge of the restaurant, boutique, gourmet shop, country club, or other types of business. Moreover, our traditional sales/profit-driven arguments for new brands, distribution, space on the shelf or counter, and inventory depth probably won't apply or work well here.

What INTERESTS these non-traditional accounts? How should we approach them with Cartier?

To begin to answer these questions, a brief review of what people REALLY buy, and why they do so, is basic and necessary to your professionally positioning Cartier in ways that will win such accounts' interest, enthusiasm, and commitment to sell the Brand.

Let's complete a brief little exercise on the next page to stimulate our thinking along these lines.

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"WHAT PEOPLE BUY" EXERCISE

Consider each of the "products" on the left. Do people really buy those things or something else? Write in the corresponding column on the right what people really are buying when they purchase these products.

PEOPLE PURCHASE:	WHAT THEY REALLY BUY IS:
1. A Life Insurance Policy	1.
2. A Mercedes-Benz or BMW automobile	2.
3. A Black and Decker Drill	3.
4. Photocopying equipment word processors, workstations, telephones, FAX machines	4.

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WHAT AND WHY PEOPLE BUY

PEOPLE BUY...

BENEFITS	PRODUCTS
● Family Financial Security	● "Life Insurance Policy"
● Peace Of Mind	
● Prestige, Status	● "A Mercedes Or BMW"
● Luxury And Comfort	
● Transportation, Ease And Efficiency	
● Convenience	
● 1/4", 1/8", 1/16" Holes	● "A Black & Decker Drill"
● An Office Communications System	● "Photo Copiers, Word Processors, Workstations, Phones, Fax Machines"

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WHAT PEOPLE REALLY BUY

- People Don't Buy "Products" Or "Things"...
- They Buy What "Products/Things" (Or "Services") Do For Them!
- People Really Buy:

BENEFITS

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WHY PEOPLE BUY

(FIVE BASIC BUYING MOTIVES)

- Profit Or Gain
  - Make $$
  - Save $$
  - Competitive Advantage
- Avoidance Of Pain
  - Pain Relief
  - Protection
  - Freedom From Worry
- Pleasure
  - Good Food/Drink
  - Comfort
  - Luxury
  - Sensory Exhilaration
- Pride
  - Prestige
  - Exclusivity
  - Advanced Skills
  - Style
- Desire For Approval
  - Social Acceptance
  - Admiration
  - Affection
  - Imitation

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HOW CAN WE DETERMINE ACCOUNT BUYING MOTIVES?

- o
- o
- o
- o
- o

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HOW CAN WE DETERMINE BUYING MOTIVES?

- Our Experience Or History With Customers
  - Call Records
  - Past Successes/Failures
  - Level Of Partnership And Communication
- Observing Customers' Business Environments
- Asking Questions After "Setting The Agenda"
  - Uncovers Needs
  - Clarifies/Confirms Needs
- Listening To Customers Describe Their Businesses
  - Needs
  - Challenges
  - Unmet Opportunities

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FOUR "GREAT TRUTHS" TO REMEMBER ABOUT BUYING MOTIVES WHEN YOU SELL CARTIER

- Customers' Primary Motive Won't Be Possessing Cartier
  - Will Buy Cartier Only To Satisfy A Need Or Needs
- They Won't Buy Until They Associate "Satisfying" Their Need(s) With Cartier Benefits
- If Customers Can't Easily Make This Association We Must Help Them To Do So By Using Our Selling Skills
  - Asking Questions To Isolate/ Confirm Needs
  - Presenting Cartier Benefits As Solutions To Needs
  - Handling Objections
- Ultimately, You Will Need To Convince Them That Cartier's Benefits Outweigh Initial Concerns Or Reservations

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KEY CARTIER FEATURES AND BENEFITS EXERCISE

For each of the Cartier "features" which appear in the left column, list as many "benefits" of that feature as you can in the right column. Be prepared to discuss your answers.

PRODUCT FEATURES	ACCOUNT BENEFITS
1. Cartier trademark	
2. Elegant packaging	
3. 94 mm length/European styling	
4. Luxury pearl tip/light tasting, premium tobacco	

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PRODUCT FEATURES	ACCOUNT BENEFITS
5. Available in four packings	
6. Low tar (9 mg.)	
7. Creative, impactful $1.1 million advertising campaign	
8. Premium pricing	
9. Attractive displays	

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PRODUCT FEATURES	ACCOUNT BENEFITS
10. Merchandising display allowances	
11. Attractive P.O.S. Materials	
12. Gratis (free goods)	
13. Diverse sampling support	
14. Dealer listing	

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UNIQUE CARTIER FEATURES AND BENEFITS

PRODUCT FEATURES	ACCOUNT BENEFITS
1. Cartier trademark (instantly communicates the "ultimate" in quality/luxury, style).	o Exceptional upscale consumer appeal due to superior "quality/elegance" recognition by target audience. o Superior purchase potential ("Many of your customers value the quality that Cartier represents, and are customers of the store.) (Also, L.A. is a strong Cartier and premium/imported cigarette market). o Exclusivity - Cartier is an exclusive, world class cigarette, and it will be obtainable at only a few select L.A. establishments.
2. Elegant packaging - unique, flat, oval shape (10s) - 10s are a real packaging innovation - clean, elegant, luxury look - rounded corners (20s)	o A natural complement to other luxury goods/services your customers expect from you. o Consistent with what Cartier stands for and what your customers seek.
3. 94 mm length and European styling.	o Upscale consumer appeal/satisfaction potential (100 mms and premium/imported cigarettes are already proven winners in L.A. market).
4. Luxury pearl tip, and light tasting, premium tobacco.	o Consumer appeal. o Consistent with Cartier quality/elegance recognition.

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UNIQUE CARTIER FEATURES AND BENEFITS

PRODUCT FEATURES	ACCOUNT BENEFITS
5. Available in four packings - Regular 10s (specially designed for - Menthol 10s Cartier Vendome cigarettes) - Regular 20s - Menthol 20s	o Ability to satisfy broadscale, affluent female smoker needs. o With so many "price tiers" in the category, Cartier gives upscale female smokers "their own cigarette" vs. traditional brand choices. It satisfies an unmet need. o Offers you an elegant, new way to enhance your customers' dining, shopping, lodging or leisure experience in your establishment (finding new ways to do this is probably a constant challenge for you). o The 10s packing offers "evening bag" convenience to female smokers, and is a superb trial vehicle for you.
6. Low Tar (9 mg.)	o Consumer satisfaction (upscale smokers are more likely to prefer low-tar cigarettes to full-flavor brands).

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UNIQUE CARTIER FEATURES AND BENEFITS

PRODUCT FEATURES	ACCOUNT BENEFITS
7. Creative, impactful advertising campaign (show ad reprint and media schedule details).	o Communicates Cartier benefits and imagery to upscale female smokers. o Creates brand awareness and consumer purchase intent with no investment from account. o "Stimulates" trial and repeat sales.
8. Premium Pricing	o Establishes the "price-quality" relationship that upscale consumers associate with "buying the best". o Offers 50% mark-up on wholesale list.
9. Very distinctive Counter Displays - Attractive leather/chrome displays: * 20 pack deluxe permanent counter display * 10/20 pack semi-permanent tiered counter displays (a secondary alternative only	o Enhances your establishment's image and environment as an outlet synonymous with Cartier quality, luxury, and elegance. o Creates Cartier awareness, excitement, and reinforces your quality image at no cost to you. o Stimulates initial trial, impulse purchases, and repeat sales. o Doesn't "crowd" your valuable counter space or other selling/display area(s). (Semi-permanent display.)

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UNIQUE CARTIER FEATURES AND BENEFITS

PRODUCT FEATURES	ACCOUNT BENEFITS
10. Merchandising Display Allowances	o Permanent display creates a "guaranteed sale," no investment proposition for Cartier Vendome Cigarettes (payments more than offset monthly purchase costs). o Semi-permanent display payments help to defray your Cartier purchase costs.
11. Attractive P.O.S. - Display case (1 pack of 10s/20s) - Door or window plaque/decal	o Communicates that you are an authorized Cartier Vendome cigarette outlet, and also reinforces your "quality" image. o Creates Cartier awareness. o Stimulates "impulse" sales.
12. Gratis (free goods) - 10% (accepting 1-3 packings) - 20% (accepting entire Cartier brand family (4 packings))	o Extends your profitability curve on initial purchases.

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UNIQUE CARTIER FEATURES AND BENEFITS

PRODUCT FEATURES	ACCOUNT BENEFITS
13. Diverse Sampling Support - Hotel/restaurant "invitations" for product samples - Cigarette sampling service * Complimentary packs * Personalized on-site sampling - Direct mail sampling	o Creates Cartier awareness and "excitement". o Enhances your establishment's service capability and image. Is another "TLC" vehicle/tool for you. o May stimulate future purchases in your establishment.
14. Dealer Listing	o Places your establishment on an "exclusive list" of authorized Cartier Vendome cigarette dealers in the marketplace. o Builds affluent, upscale female traffic for your establishment. o Creates repeat business opportunities.

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CARTIER VENDOME CIGARETTES

- You're Selling:

  - Exclusivity

  - Customer Satisfaction

  - Sales Appeal To Upscale Female Smokers

  - Quality/Luxury Image Continuity

  - An Enhancement To The "Experience" People Have In The Account's Business (Restaurant, Boutique, Bar, Etc.)

  - An Elegant Statement Of "The Good Life"

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NON-TRADITIONAL ACCOUNTS

- WHO ARE THEY?

- WHAT'S THEIR BUSINESS?

- WHAT ARE THEY REALLY OFFERING THEIR AFFLUENT, UPSCALE CUSTOMERS?

- WHAT ARE THEIR NEEDS/INTERESTS?

- WHOM SHOULD I CONTACT ON A SALES CALL?

IS IT POSSIBLE TO CREATE A BASIC "PROFILE" OF SUCH ACCOUNTS TO BROADEN MY KNOWLEDGE AND INCREASE MY EFFECTIVENESS?

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NON-TRADITIONAL ACCOUNT PROFILES

ACCOUNT	BUSINESS	"REAL" BUSINESS	NEEDS/INTERESTS	KEY CONTACTS
1. "Five Star" Restaurant or Upscale Lounge/Bar	o Providing good food, drink and atmosphere	o Offering a memorable, elegant life experience. o Offering a special place to be seen. o Making people feel special.	o Enhancing its image, prestige. o Serving its customers in unique ways. o Out-serving competition. o Recognition/repeat business or patronage. o New ways to do all of the above.	o Owner/Manager. o Maitre D'.
2. Luxury Hotel (includes Restaurants, Bars, Lounges, On-site Boutiques/Shops)	o Providing elegant lodging, dining, and entertainment away from home ("Nice place to relax, eat, and play").	o Offering exceptional life comforts and memorable experiences. o Offering a "dream respite" from life's rigors and stresses. o Offering unique/esoteric services, conveniences, and pleasures away from home or office.	SAME	o General Manager. o Director of Purchasing. o Food and Beverage Manager. o Boutique/Salon Owner/ Manager (if leased).

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NON-TRADITIONAL ACCOUNT PROFILES

ACCOUNT	BUSINESS	"REAL" BUSINESS	NEEDS/INTERESTS	KEY CONTACTS
3. Upscale Specialty Boutique/Shop	o Providing unique, high-quality, luxury goods/services.	o Fulfilling customers' "dreams". o Helping customers create or maintain an elegant "lifestyle" or "image". o Selling the "pleasures" of "having the best". o Selling "goosebumps". (Very special, exhilarating ways to "excite the senses".	SAME	o Owner/Manager.
4. Upscale Country Club	o Providing diverse leisure activities in comfortable, luxurious surroundings.	o Offering prestige, status, and fellowship with an affluent/influential peer group. o Selling a "slice of the good life". o Offering "memorable, invigorating respites" from life's rigors and concerns.	SAME	o Food/Beverage or Catering Manager. o Pro Shop Manager.

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NON-TRADITIONAL ACCOUNT PROFILES

ACCOUNT	BUSINESS	"REAL" BUSINESS	NEEDS/INTERESTS	KEY CONTACTS
5. Gourmet Food/Beverage or Specialty Shop	o Providing esoteric, exceptional quality food, drink, tobacco, sundries, etc.	o Selling a "slice of the good life". o Offering the "pleasures", "luxury", and "prestige" associated with consumption of the ultimate in top-of-the-line quality goods.	SAME	o Owner/Manager.

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UPSCALE CONSUMERS

- WHO ARE THEY?
- WHAT ARE THEIR NEEDS/INTERESTS?
- WHAT DO THEY VALUE?
- IS PRICE AN ISSUE?

IS IT POSSIBLE TO CREATE A BASIC "PROFILE" OF SUCH CONSUMERS TO BROADEN MY KNOWLEDGE AND INCREASE MY EFFECTIVENESS?

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

UPSCALE CONSUMER PROFILE

- Wealthy people and those who aspire to a wealthly "lifestyle".

- Project a "luxury" image.

- Very discriminating and selective purchasing habits.

- Value and demand:
  - High-quality/efficacy in all things.
  - Esoteric, exclusive/select products which complement/enhance their lifestyles.
  - Personalized service/attention.
  - Comfort.
  - Privacy.
  - Convenience.
  - Exclusivity.
  - Elegance and ambience.

- Price of goods is often a secondary concern.

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

CARTIER SALES STRATEGY

1. ACQUIRE BASIC KNOWLEDGE ABOUT NON-TRADITIONAL ACCOUNT BASE

- What's their business?
- What interests them?
- What do their customers value?
- What would Cartier help them do?

2. USE PREPARED, OPEN-ENDED QUESTIONS TO CONFIRM ACCOUNTS' NEEDS

- Stimulate a dialogue about their business/customers.

3. USE THIS INFORMATION TO SATISFY THOSE NEEDS WITH CARTIER BENEFITS

- Focus on their customers.
- Speak in their "frame of reference".

4. CREATE CARTIER "PRESENCE" IN EACH ACCOUNT

- Gain distribution
  * All 4 packings
  * Minimum 2 carton sell per packing

- Sell/Place Permanent Counter Display
  * Secondary objective - 10/20 pack tiered display

- Sell/place appropriate P.O.S.
  * Display case
  * Decal

- Discuss sampling options to get "trial"
  * Dealer listing
  * On-site (future date)

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

PRESENTATION
PRE-CALL PLANNING

■ CARTIER VENDOME NEEDS
- Create Brand Awareness/ Excitement Among "Opinion Leaders"
- Gain Distribution
- Gain Appropriate Market Presence

■ POSSIBLE ACCOUNT NEEDS
- Selling Quality (Goods, Services, Etc.)
- Customer Satisfaction
- Image/Service Enhancements
- Exclusivity/Prestige

■ CARTIER PRESENCE OBJECTIVES

AVAILABILITY – Gain Full Distribution of Cartier Cigarettes At All Locations In The Establishment

VISIBILITY – Creating Consumer Excitement/ Awareness With Counter Display Vehicles

PROMOTION – Promote Cartier Availablility Through Display Case, Decal, Store List (P.O.S.)

CARTIER CALL PLAN

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SELLING CARTIER WITH PARTNERSHIP SELLING SKILLS

To Sell Cartier Effectively You Will Need To Develop:

- An Interesting "Opener" Or Basic Sales "Story" Which Positions A Generic, Cartier Benefit Statement
- 3-4 Good Questions To Confirm Account Needs
- A Good Presentation To Cover Critical Cartier Elements
- "Objections" Handling Techniques

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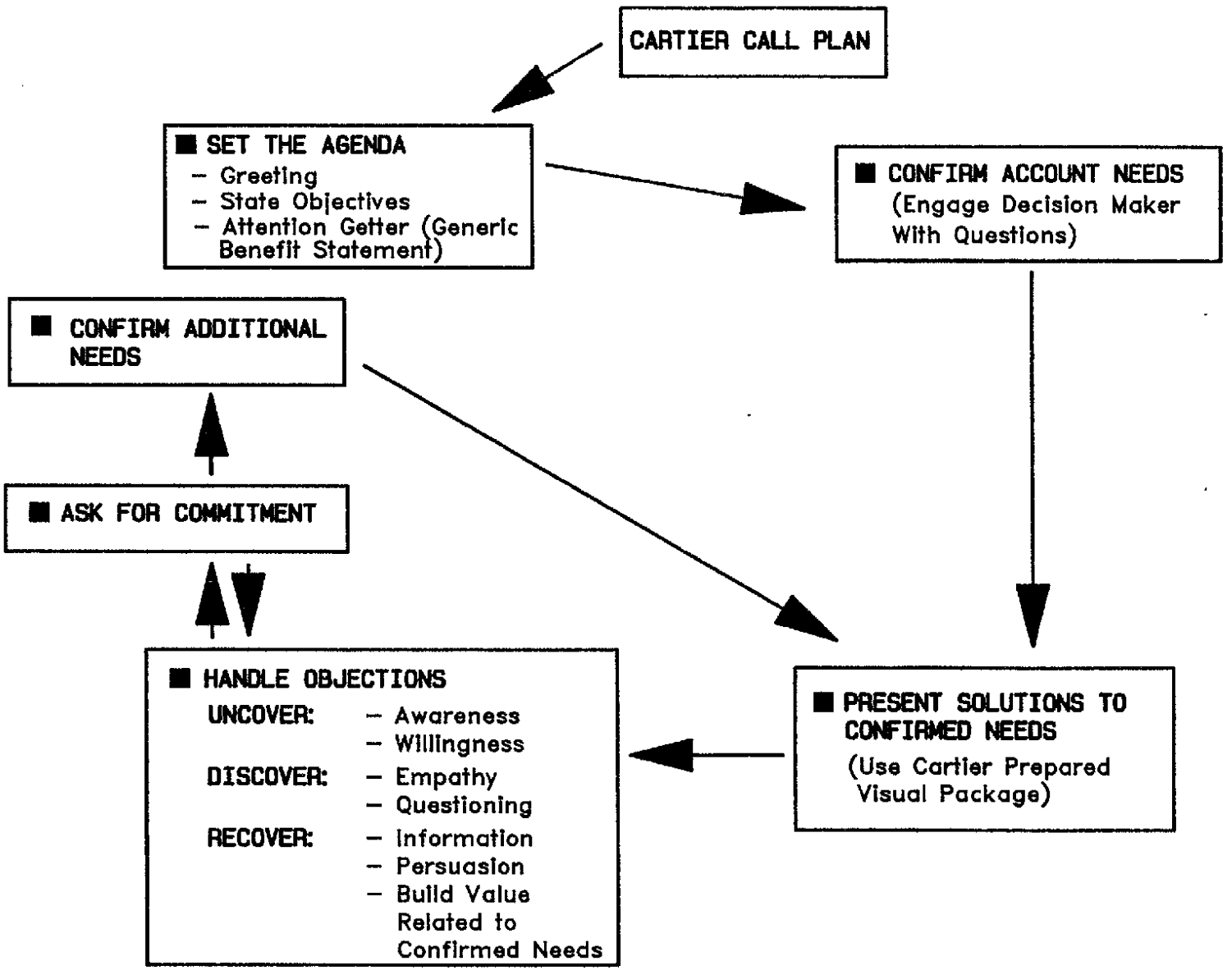
PARTNERSHIP SELLING SKILLS PROCESS (IN-STORE SELLING MODEL)



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PHASE I: "SET THE AGENDA"

REMEMBER:

- YOUR "OPENER" OR "ATTENTION-GETTER" MUST ANSWER THE CRITICAL QUESTION:

  "WHY SHOULD I LISTEN TO YOU AND SPEND MY VALUABLE TIME?"

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SELLING CARTIER USING "PARTNERSHIP SELLING SKILLS"

PHASE I: SET THE AGENDA

Write in the space below how you would open a Cartier sales call by "Setting the Agenda".

- o ACCOUNT TYPE: _____

- o GREETING:

- o "OBJECTIVES" STATEMENT:

- o "OPENER", "ATTENTION-GETTER" (OR GENERIC BENEFIT STATEMENT):

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THE VALUE OF "ASKING QUESTIONS" IN PHASE 1A

- Helps You "Think" From The Account's Point Of View

- Gets The Owner/Manager To Talk About Three Or Four Potential Benefits That Cartier Can Provide
  - Answers To Your Questions Provide "Clues"

- Moves You Away From A "Product" And "Feature-Feature-Feature" Orientation
  - Accounts Don't Buy "Features"

- Helps Focus Your Presentation

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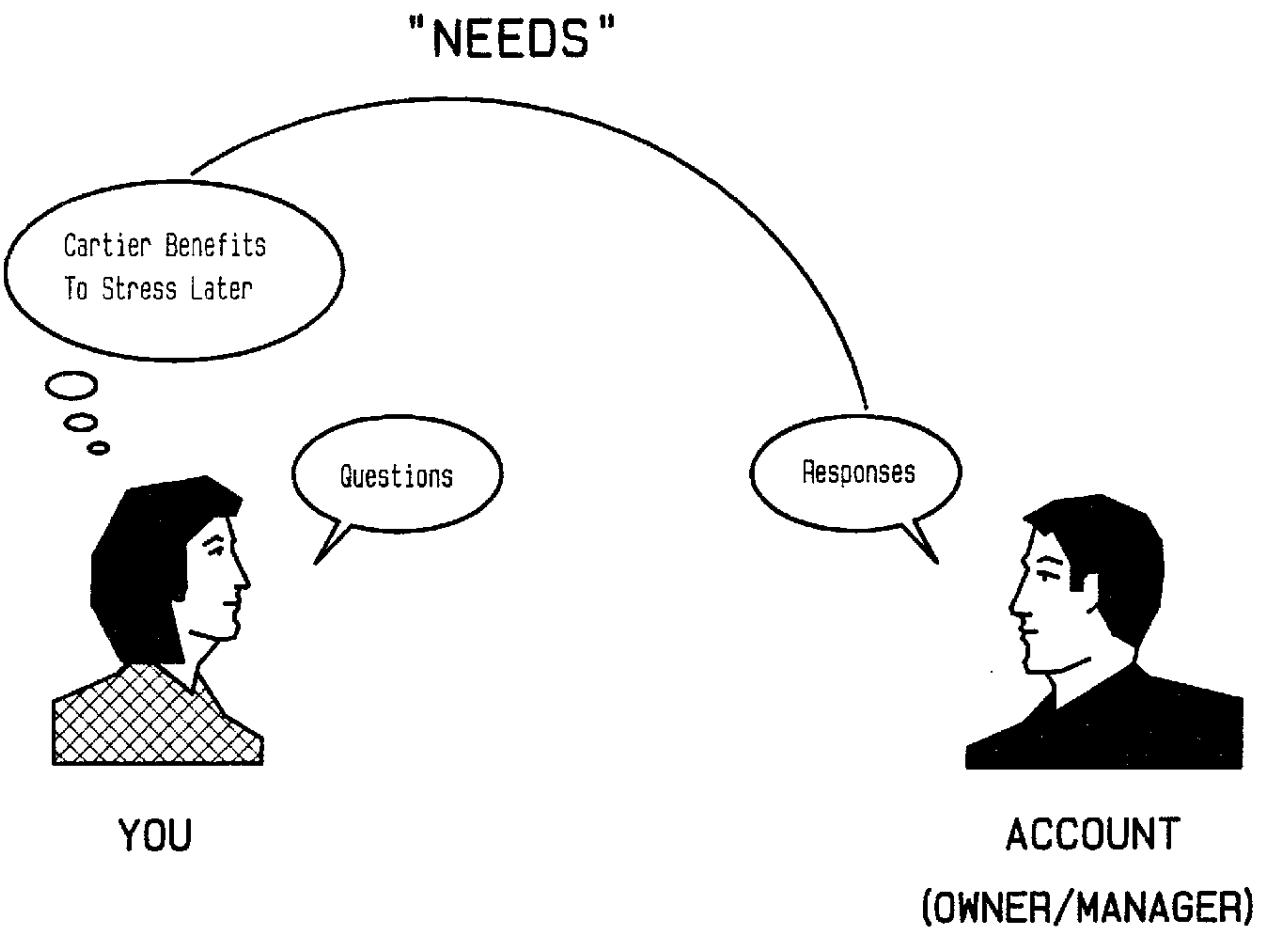
"BRIDGING" ACCOUNT NEEDS WITH CARTIER BENEFITS



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PHASE 1A: ENGAGE THE DECISION-MAKER WITH QUESTIONS TO CONFIRM NEEDS

The purpose of this new step is to set up your Cartier "benefit statements" after your Opener/"Attention-Getter".

Correctly "Setting the Agenda" in Phase I should have put the Owner/Manager at "ease," and made him or her receptive to answering a few "open-ended questions" about his business and customers.

These questions are critical in positioning those Cartier benefits that are most in line with his/her needs based on his/her answers/responses.

EXERCISE

In the space below, list as many "questions" as you can think of that would enable you to understand an account's business and primary needs (how he/she serves customers; what customers like, etc.) Be prepared to share these with the group.

1.

2.

3.

4.

5.

6.

7.

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SAMPLE QUESTIONS TO SET UP YOUR CARTIER "BENEFIT STATEMENTS"

1. Do You Have International Clientele Or Customers That Travel Extensively Abroad?

2. What's Most Important To Your Customers?

3. What Makes Customers Come Back To Your Type Of Establishment?

4. What Do Your Customers Value?

5. People Really Enjoy (Dining, Shopping, Playing Golf, Etc.) Here. How Do You Want Your Customers To Feel After They've Left Your Establishment?

6. What Makes You Different Than The Other Shops, Restaurants, Bars, Hotels, Etc. In This Area? What Do You Do?

7. How Do You Make Your Customers Smile?

8. What Do People Enjoy Most About Coming Here?

9. What Are The "Little Things" That Set You Apart From Your Competitors?

10. What Do Your Customers Expect From You In Terms Of Service? What "TLC" Do You Give Them?

11. If I Were To Ask Your Customers About What It's Like To _____ Here, What Would They Say?

12. I See That You've Set Aside A Smoking Section In Your Restaurant. Have You Considered Other Ways To Accommodate The Needs Of These Customers?

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TO BE EFFECTIVE IN PHASE 2 (PRESENT "SOLUTIONS" TO NEEDS)

- Only Discuss Those Cartier Benefits That The Person Mentioned Were Important During Your "Questioning" In Phase 1A

- Sell Cartier "Benefits" Not Features

- Only Mention A "Feature" If Someone Asks:

"And How Will Cartier Vendome Cigarettes Do That For Me?"

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PHASE 2: PRESENT SOLUTIONS TO NEEDS (EXERCISE)

1. Choose a non-traditional account (e.g. hotel, boutique, restaurant, etc.) you will soon be contacting during the Cartier launch.

2. In the "Summarize/Needs" space below, list the needs you are likely to hear an Owner/Manager express in response to your questions about his/her business and customers.

3. In the "Propose A Specific Plan" space below, briefly describe how Cartier's benefits will satisfy those needs. CONFINE YOUR DESCRIPTION TO ONLY THOSE CARTIER BENEFITS THAT MEET NEEDS THE OWNER/MANAGER EXPRESSED ABOVE.

Be prepared to discuss your answers.

- **ACCOUNT TYPE:** _____

- **SUMMARIZE NEEDS:**

- **PROPOSE A SPECIFIC PLAN:**

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PHASE 3: "HANDLE ANY OBJECTIONS" (EXERCISE #1)

Think for a moment about the sales calls you will be making to non-traditional accounts.

What "objections" are they likely to raise during your presentation of Cartier benefits?

List as many "objections" as you can think of on this page. Be prepared to share and discuss them with other members of the group. Handling them will be critical to your success!

LIKELY CARTIER OBJECTIONS

1.

2.

3.

4.

5.

6.

7.

8.

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

PHASE 3: "HANDLE ANY OBJECTIONS" (EXERCISE #2)

Choose any "objection" from the flipchart in front of the meeting room, or from your own list on the previous page (Exercise #1).

Indicate how you would "handle" the objection by filling in the blanks below.

Be prepared to discuss the objection that you chose, and your strategy to handle it in a group discussion.

- **OBJECTION:** _____

- **"EMPATHY" STATEMENT(S):**

_____

_____

_____

- **"DISCOVERY" QUESTION TO UNCOVER THE REAL OBJECTION:**

_____

_____

_____

- **ANTICIPATED ACCOUNT RESPONSE:**

_____

_____

_____

(continued on next page)

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PHASE 3: "HANDLE ANY OBJECTIONS"
(EXERCISE #2 - CONTINUED)

- **OBJECTION CATEGORY:** _____

  (Misconception? Skepticism? Competitive Disadvantage? Complaint?)

- **"RECOVERY" RESPONSE TO HANDLE IT:**

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

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PHASE 4: "ASK FOR COMMITMENT"

After gaining the account's attention and interest, asking questions to confirm needs, presenting Cartier benefits to satisfy those needs, and handling any objections about the Brand's capability to do so, all that remains is for you to "get the business" -- commit the account to accepting Cartier and making it "available" and "visible!" However, asking for account commitment can be the most difficult selling skill for some salespeople to execute confidently. This exercise will give you some early practice and boost your confidence level.

In the space below write a good "close" that asks for commitment to your proposal to stock and display Cartier.

o ASK FOR COMMITMENT STATEMENT:

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

PHASE 5: CONFIRM ADDITIONAL NEEDS"
(EXERCISE)

- **To Confirm Additional Needs:**
  (Help to plan your next call)

You might say:

"_____

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2043837660

Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

NOTES

2043837661

Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Year 1

CARTIER STORE UNIVERSE
Los Angeles
660 Targeted Outlets - 600 with Merchandisers

	Total Number Outlets	% That Are Relevant	Total Relevant Outlets
P.M. Retail Universe	10,565		
Supermarkets	1,211	10	121
Mass Merchandisers	170	0	0
Drug	823	10	82
Grocery	1,501	15	225
Conven./Conven-Gas	2,824	5	141
Liquor	2,896	15	434
Restaurants	19	50	10
Hotel-Cigar-News	186	70	130
Total Relevant Traditional Outlets			1,143
Plus Non-Traditional Outlets (30% of Targeted Outlets)			198
Total Relevant Universe			**1,341**
Distribution within Total Universe (660 / 10,565)			6%
Distribution within Relevant Universe (660 / 1,341)			**49%**

Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Year 1

2043837663

CARTIER STORE UNIVERSE
National - 15 Metro Markets
5060 Targeted Outlets - 4600 with Merchandisers

	Total Number Outlets	% That Are Relevant	Total Relevant Outlets
P.M. Retail Universe	73,892		
Supermarkets	8,673	10	867
Mass Merchandisers	2,231	0	0
Drug	8,680	10	868
Grocery	16,496	15	2,474
Conven./Conven-Gas	22,910	5	1,146
Liquor	9,991	15	1,499
Restaurants	983	50	492
Hotel-Cigar-News	3,928	70	2,750
Total Relevant Traditional Outlets			10,096
Plus Non-Traditional Outlets (30% of Targeted Outlets)			1,518
Total Relevant Universe			**11,614**
Distribution within Total Universe (5060 / 73,892)			7%
Distribution within Relevant Universe (5060 / 11,614)			**44%**

Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

5/15/89

CARTIER CIGARETTES
MAJOR METRO MARKET LIST

Market (Trading Area or Submarket)	% Industry Volume	Cum %
1. Los Angeles (sub-market)	5.2	5.2
2. New York Metro	6.7	11.9
3. Chicago	3.5	15.4
4. San Francisco	2.1	17.5
5. Boston	1.8	19.3
6. Baltimore/Washington	3.7	23.0
7. Dallas	2.4	25.4
8. Houston	1.5	26.9
9. Atlanta	2.3	29.2
10. Miami	1.3	30.5
11. Denver	1.6	32.1
12. Philadelphia (sub-market)	2.2	34.3
13. Hawaii	0.4	34.7
14. San Diego	0.4	35.1
15. Detroit	1.9	37.0
16. Minneapolis-St Paul (Minnesota TA)	1.4	38.4
17. Seattle	1.2	39.6
18. Pittsburgh (sub-market)	1.4	41.0
19. Tampa	1.2	42.2
20. Phoenix (Arizona TA)	1.2	43.4
21. Sacramento	1.4	44.8
22. Portland, OR	1.3	46.1

Total Store Universe: 25,000 stores (30% distribution)

2043837664

Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Cartier Expansion Recap Summary

Territory	Targeted Calls	Calls Accepting Dist.
55-01-04	10	3
55-01-05	2	0
55-01-06	1	1
55-01-08	15	6
55-02-01	6	5
55-02-02	15	12
55-02-03	12	11
55-02-04	6	4
55-02-05	13	9
55-05-01	47	31
55-05-02	40	18
55-05-03	36	25
55-06-01	2	2
55-06-02	12	9
55-07-02	30	19
55-07-06	18	10
55-11-02	7	5
55-11-04	1	0
55-12-01	25	18
55-12-02	5	5
55-13-01	20	13
55-13-02	16	11
55-13-03	11	8
55-14-01	21	14
55-14-02	18	12
55-14-03	22	9
55-14-04	11	6
55-14-05	12	7

Total Target Calls	Total Calls Accepting Dist.
434	273

(62.9%)

2043837665

Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-01-04

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
041	Mirattis Liquor						
008	Hi Time Liquor						
009A	Hansen's Wine & Deli						
028	Continental Liquor						
052	Hi Time Liquor						
059	Hi Time Liquor						
095	Macs Grag N Gro						
016H	Fairview Wines & Spirits	X				100	4
090H	Mac's Metro	X	X	X	X	110	4
102H	Montecito Village Mkt	X	X	X	X	350	9

2043837666

Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-01-05

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
074	Pierpont Liquor						
027	Attitude Adjust Shop						

Please complete this recap and return it to the Section Office by March 16, 1990.

2043837667

Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-01-06

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
048	Carriage Square Liquor	X	X	X	X	150	

2043837668

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-01-08

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
058A	Reyes Adobe Liquor	X	X	X	X	100	
059	Party House	X	X	X	X	650	
062	Agoura Liq.					320	
078	Woodland Plaza Liq.					310	
080	Topanga Ranch Mkt					60	
084	Alexander's Grocery	X	X	X	X	180	2
002	Wendy Liquor					120	
004	Conejo Valley Liq.	X	X	X	X	200	2
006	Park Plaza Spirits	X	X	X	X	300	2
011	Stage Coach Liq.					300	
012	G & B Market					375	
021	Park Oaks Liquor	X	X	X	X	320	1
041	Thousand Oaks Liq.					225	
044	Hampshire Liq.					200	
046	The Spirit Shoppe					400	

2043837669

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-02-01

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
035	Valle Liquor	X	X	X	X	310	4
057	Melody Liquor	X	X	X	X	375	2
098	Granada Hills Liq.					350	
073	Kwik Pic Liq. # 2	X	X	X	X	350	5
031	Gondalmar House of W&L	X	X	X	X	220	2
048A	Runks up in Smoke	X	X	X	X	375	5

2043837670

Please complete this recap and return it to the Section Office by March 16, 1990.

Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-02-02

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
073	Carlsons Liquor	X	X	X	X	180	3
071	Embassy Liquor						
070	Gary's Market						
077	Greenes Liquor	X	X	X	X	200	3
061	Gus						
094	Fallbrook Liquor	X	X	X	X	120	2
043	Woodlake Liquor	X	X	X	X	220	1
040	Shoup Liquor	X	X	X	X	150	2
087	Warner Jr. Market	X	X	X	X	150	2
021	Venture Liquor	X	X	X	X	105	2
002	Calif Farms	X	X	X	X	200	2
011	Larwin Square	X	X	X	X	425	3
008	7-Star	X	X	X	X	300	1
014	Foodland	X	X	X	X	2000	10
024	Portifino Deli	X	X	X	X	110	1

2043837671

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-02-03

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
010	Highland Liq.	X	X	X	X	1200	4
021A	Knollwood Drugs	X	X	X	X	150	2
024	Michaels Liquor					190	
025	Stardust Liquor	X	X	X	X	250	3
028	Porter Plaza	X	X	X	X	260	3
029B	Edwards Pipe Shop	X	X	X	X	100	4
031	King Arthur	X	X	X	X	335	3
036A	Northridge Liquor	X	X	X	X	90	2
037	International Liquor	X	X	X	X	215	3
057	City Market	X	X	X	X	300	4
062	Corbin Gourmet	X	X	X	X	250	3
077A	Tally Ho	X	X	X	X	400	3

2043837672

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-02-04

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
001A	Woodley Market	X	X	X	X	200	3
004	Le Dome	X	X	X	X	150	2
009	Encino Park Liquor	X	X	X	X	500	2
012	Liquor World	X	X	X	X	200	2
045	Balboa Liquor					900	
045A	Rancho Liquor					350	

2043837673

Please complete this recap and return it to the Section Office by March 16, 1990.

Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-02-05

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
010	Wine & Liquor Basket	X	X	X	X	270	3
016	Wines of the World						
011A	Mini Market Plus	X	X	X	X	100	1
033	Party House Liquor	X	X	X	X	900	3
020	Bwaries	X	X	X	X	300	2
022	George's	X	X	X	X	320	1
026	Gift Box						
031	Silver Liquor						
035	Prime Market	X	X	X	X	220	1
052	Allan's Liquor	X	X	X	X	500	2
056	Lloyd's Liquor						
061	Tori Liquor	X	X	X	X	350	2
072	Party Pantry	X	X	X	X	350	1

2043837674

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-05-01

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
002A	Plaza Market	X	X	X	X	30	1
006	Bay Pharmacy	X	X	X	X	100	8
008A	Bel Air Foods					150	1
015	Jays General Store	X	X			150	2
049	7/Eleven	X	X	X	X	800	3
053	Michaels Liquor	X	X	X	X	205	2
062	7/Eleven	X	X	X	X	800	3
064	Barrington Market	X	X	X	X	100	2
068	Santa Glen Pharmacy	X	X	X	X	70	5
069	Plaza Card & Gift	X	X	X	X	105	2
003A	Marquez Liquor	X	X	X	X	60	1
011A	Westside Jr. Mkt	X	X	X	X	250	1
014	7/Eleven	X	X	X	X	280	3
028	V & S Market	X	X	X	X	150	2
081	Out to Lunch	X	X	X	X	65	1
038	Jerry's Liquor	X	X	X	X	105	1
040	7/Eleven						
043A	Ethical Drugs						
066A	B & G Liquor	X	X	X	X	105	1
077	Santa Monica Mkt	X	X	X	X	305	1
079	Adams Liquor	X	X	X	X	65	1
080	Westside Int'l News	X	X	X	X	55	2

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-05-01

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
001A	State Beach Liquor					15	1
013	7/Eleven					280	2
055	Convenient Market	X	X	X	X	350	2
016	Martys Liquor					120	1
017	Bobs Food					350	1
019B	Lucky Liquor					105	1
020	J's Market	X	X	X	X	205	1
020B	V Food Store	X	X	X	X	130	2
021	Budget Food Store	X	X	X	X	205	2
021A	Fair Market	X	X	X	X	50	1
022	L&K Market	X	X	X	X	105	1
024	Eds Liquor					205	1
024A	Gigi Liquor	X	X	X	X	150	2
026	99 Liquor			X		205	1
026A	A&E Liquor					35	1
034A	Hais Liquor					55	1
022A	Star Liquor	X	X	X	X	180	2
030	Aloonak Market					45	1
031	J&M Liquor	X				120	2
040A	Hanks Liquor					105	1
046A	Ladds Liquor					105	1
047	Franks Liquor					70	1

22 Calls 10

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2043837676

Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-05-01

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
072	Shiroz Liquor	X	X	X	X	80	2
076	Safe N Save					25	0
053	Simone Liquor	X	X	X	X	60	2

2043837677

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-05-02

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
001	Carls Market						
004	Davidas Gift Shop						
004A	Beverly Hills Beverage Co.	X	X	X	X	100	3
005A	Beverly Hills Kiosk						
005C	Puff & Stuff						
005D	Cards, Gift, etc.	X	X	X	X	70	3
006A	Westside Market						
018	Chunges Smoke Shop	X	X	X	X	50	2
009	Crown Wine & Spirits	X	X	X	X	100	2
011A	Beverly Hills Liq. Castle	X	X	X	X	70	3
014A	Beverly Hills Market						
015	Garfield Drug	X	X	X	X	60	2
020	The Lobby Shop						
023	Vicente Foods						
023A	Vicente Pharmacy						
025	Fireside Market						
026	Firside Liquor	X	X	X	X	100	2
027	Duck Blind Liquor	X	X	X	X	400	4
029	Vendome Liquor	X	X			200	6
033	Plaza Card & Gift						
034	Poppys Gift						
034B	First Class Shop						

22 Calls 9

2043837678

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-05-02 Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
051	Village Express Mart						
051A	Publix Plaza	X	X	X	X	100	5
052	7/Eleven						
052A	Westwood Drug						
053	Westwood Village Liq.	X	X	X	X	50	2
054	7/Eleven	X	X	X	X	200	4
045	Fairburn Liq. Mart			X	X	200	5
045A	7/Eleven	X	X	X	X	200	5
046	7/Eleven						
059	Overland Liquor						
060	Duck Pond Liquor	X	X	X	X	50	1
061	7/Eleven						
062	ARCO AM/PM Mini Market	X	X	X	X	200	2
065	Easy Mart						
066	Rancho Park Liquor	X	X	X	X	60	3
072	David's Pharmacy						
077	Robertson Magazine						
085A	Castle Market	X	X	X	X	100	2

2043837679

18 Calls

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-05-03

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
034	Beachwood Market						
036	Smokers Digest						
036A	Gil Turner Liquor						
037A	ARCO Mini Mart	X	X	X	X	150	4
037B	Terner Liquor	X	X	X	X	120	4
037C	Calif. Food Store						
041A	Canyon Country Store						
065	Arrow Market						
069	Monaco Liquor	X	X	X	X	150	3
075	7/Eleven	X	X	X	X	200	6
070A	Marvins Pharmacy						
064	Carmel Liquor	X	X	X	X	100	2
008	MRX Pharmacy						
001A	Melrose Mini Mart	X	X	X	X	210	3
001	A & D Liquor	X	X	X	X	140	5
002	Quaker State Liquor	X	X	X	X	100	2
003	Convenient Food	X	X	X	X	200	3
010A	Melrose Mobil	X	X	X	X	100	4
004	Hudson Liquor	X	X	X	X	200	2
024B	Hollywood Franklin Liq.	X	X	X	X	150	3
024A	Discount Mart	X	X	X	X	70	1
015	Pink Elephant Liq.	X	X	X	X	80	3
	22 Calls	14					

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-05-03

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
028	House of Ambrose Liq.	X	X	X	X	400	8
044	Sunset Plaza Liq.	X	X	X	X	100	3
042	K & M Mini Mart	X	X	X	X	200	3
046	Sunset Mobil Center	X	X	X	X	500	7
039A	Fountain Market						
041	Minau Mobil	X	X	X	X	300	4
042A	7/Eleven						
060	Circle 7 Food Mart	X	X	X	X	200	4
061	Dentes Market	X	X	X	X	100	2
056	7/Eleven	X	X	X	X	420	6
063	S&S Liquor	X	X	X	X	200	3
061A	Patel's Drive In	X	X	X	X	70	2
058	Tony's Mobil	X	X	X	X	300	5
047	7/Eleven						
	14 Calls	11					

2043837681

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-06-01

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
042	Wolf's Liquor	X	X	X	X	100	1
031	Del Rey Liquor	X	X	X	X	200	2
	2 Calls	2					

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2043837682

Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-06-02

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
026	Nelson's Liquor					200	
044	Regal Liquor	X	X	X	X	100	1
046	Albert's Liquor	X	X	X	X	200	2
056	Liquor Barrel	X	X	X	X	200	1
062	Taylor Liquor	X	X	X	X	100	1
064	Crest Jr. Market	X	X	X	X	100	1
079	Palms Market					200	
080	Hills Liquor	X	X	X	X	100	2
081	Fair Market	X	X	X	X	375	
081	Roberts Drug	X	X	X	X	300	1
084	Bob's Liq & Food Market					325	
088	Bob's Liq & Food Market	X	X	X	X	300	2

2043837683

12 Calls 9

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-07-02

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
043	Harry Market						
048	El Porto Mkt	X	X	X	X	200	3
048A	Stans Wine & Spirits	..	X	X	X	180	2
049	Moons Mkt						
049B	Macs Liquor						
055A	Ocean Liquor						
061	Abes Liquor	X	X	X	X	150	4
066	Dans Liquor	X	X	X	X	520	10
066A	Boccatos Market						
071	Marine	X	X	X	X	200	3
003	Matador Liquor						
010	Ajaxx Liq.	X	X	X	X	250	4
078	Three Kings Liq.	X		X		200	1
026	Dorr's Mkt						
030	7/Eleven						
031	Manhattan Liquor	X	X	X	X		
032	Super Sam's						
033	S & S Mkt	X	X	X	X	210	4
034	Cork N Bottle	X	X	X	X	105	1
040A	Jons Liquor	X	X	X	X	230	2
054	Mr. D's Liquor	x	x			220	6
055	Marv's Liquor	X	X	X	X	220	4
	22 Calls	13					

2043837684

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-07-02

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
058	International Liq.	X		X			
060	Simpsons Market						
062	Roberts Liquor	X	X	X	X	225	4
063	Pier Market	X	X	X	X	100	4
064	7/Eleven						
068	Jay Market	X	X	X	X	200	2
074	Coast Liq.	X	X	X	X	250	1
039	Rockview Dairy	X	X	X	X	100	1
	8 Calls	6					

2043837685

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-07-06

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
036	Royal Liquor	X	X	X	X	225	2.5
045	7/Eleven					255	
005	4 Deuces Liquor	X	X	X	X	160	1.5
007	Lomita Liq. & Deli	X	X	X	X	150	1
008	7/Eleven					285	
011	Bills Liq					145	
016	La Casa Liq	X	X	X	X	135	2
021	Brite Spot Liq.					125	
026	F & F Liquor	X	X	X	X	120	2
027	Sands Liquor					100	
029	Silver Skates Liquor					310	
030	Eddies Liq					110	
034	Steve's Liquor	X	X	X	X	320	2.5
037	Vauples Country Liq					130	
076	Lee's Crown Gas	X	X	X	X	200	2.5
074	Scheffler's Village Liq.	X	X	X	X	165	2
063	Harbor Village Liq.	X	X	X	X	240	2
023	Ace Hi	X	X	X	X	165	2
	18 Calls	10					

2043837686

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-11-02

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
087	Boleys Tobacco	X	X	X	X	900	6
090	M & R Liquor						
042	J & L Wine & Spirit						.25
043	The Grog Shop	X	X	X	X	875	2
048	Mills Liq	X	X	X	X	465	2
077	Cata Liquor	X	X	X	X	300	1
088	Cardinal Liquor	X	X	X	X	450	2
	7 Calls	5					

2043837687

Please complete this recap and return it to the Section Office by March 16, 1990.

Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-11-04

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
092	Carriage Trade Liq.						
	1 Call	0					

2043837688

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-12-01

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
046	Rainbow Liq.	X	X	X	X		1
056	Hi Crust Liq.	X	X	X	X	350	3
054	Chapman Liq.	X	X	X	X	110	1
076	7/Eleven						
067A	St. Germain # 5						
068	Merry Go Round	X	X	X	X	140	5
070	Wonderland Liq.	X	X	X	X	230	1
078	P & J Liquor						
073A	St. Germains 8						
083	Block Liq.	X	X	X	X	210	1
001A	First & Fair	X	X	X	X	250	2
002	Toritos	X	X	X	X	600	4
007	H & H	X	X	X	X	275	2
015	Hanshaws	X	X	X	X	250	2
016	Jerrys Liq.	X	X	X	X	150	2
018	South Grove Liq.	X	X	X	X	100	1
020	M & D Groceries	X	X	X	X	160	1
021	T & T Liq.						
022A	Stop N Go Deli						
028	Star Liq.	X	X	X	X	150	1
031	Friendly	X	X	X	X	130	2
032	A & S Market	X	X	X	X	200	1
	22 Calls	16					

2043837689

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-12-01

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
033	Hanshaw Haster						
039	Ed Larsens	X	X	X	X	110	.5
043	Mickey's Liq.	X	X	X	X	150	2

Territory 55-12-02

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
048	Waynes Villa Park Liq.	X	X	X	X	200	1
026	Collins Plaza	X	X	X	X	200	.5
042	World Liq.	X	X	X	X	120	1
070	Hi Ho Mkt	X	X	X	X	180	4
106	Rio Vista Liq.	X	X	X	X	210	4
	5 Calls	5					

2043837691

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-13-01

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
015	Avalon Liq.	X	X	X	X	500	1
028	Warner Liq.	X	X	X	X	310	.5
041	Delta Liq.	X	X	X	X	300	1
044	Landmark Liq.	X	X	X	X	250	1
085	Sail In Liq.	X	X	X	X	375	1
079	Steves Mkt	X	X	X	X	225	.5
010	7/Eleven						
017	Tradewinds						
018	7/Eleven	X	X	X	X	280	0
018A	Tower Liq.						
017B	Sunrise Liq.	X	X	X	X	80	1
030	Royale Liquor						
036	La Paz Liquor	X	X	X	X	340	1
050	Liquor Pro						
058	RD Liquor	X	X	X	X	280	2
061	Harbor Liq.						
077	Hill Top Liq.	X	X	X	X	280	2
076	7/Eleven	X	X	X	X	290	2
079A	Dehne Liq						
082	Ocean Pacific Mkt	X	X	X	X	310	1
	20 Calls	13					

2043837662

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Source: https://www.industrydocuments.ucsf.edu/docs/xjdy0004

Territory 55-13-02

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
001A	Seagate Liq.	X	X	X	X	275	6
020	Lows Liq.						
030	Mr. B's Liq.	X	X	X	X	370	1
043	Quick Pick Mkt	X	X	X	X	350	2
077C	Edwards Beverage						4
013	Chalet Liq.	X	X	X	X	250	1
018	Sunshine Liq.	X	X	X	X	330	2
024	Rancho Liq.	X	X	X	X	210	4
036	Johns Food King						
038	Bay Liquor	X	X	X	X	360	2
040	Huntington Harbor Liq.	X	X	X	X	150	2
042	Surf Liq.	X	X	X	X	120	4
051	Quick Stop	X	X	X	X	200	4
063	Arrow Liq.						
070	Liquor Locker						
074	ABC Liq.	X	X	X	X	220	5
	16 Calls	11					

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Territory 55-13-03

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
003A	Hody Lane Liq.						
004	7/Eleven	X	X	X	X	250	4
001A	Isle Of Gift						
021	Odyssey Liq.						
024	Circle Liq.	X	X	X	X	75	1
063	7/Eleven	X	X	X	X	150	3
066	Benson Liq.	X	X	X	X	200	2
071	Super Convenience	X	X	X	X	250	2
073	Diagonal Liq.	X	X	X	X	200	2
075	Los Altos Liq.	X	X	X	X	200	1
080	7/Eleven	X	X	X	X	275	2
	11 Calls	8					

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Territory 55-14-01

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
001	Crown Valley Liq.						
007B	S & R Market	X	X	X	X	120	3
045A	Saws Ranch Mkt	X	X	X	X	200	1
046	Larry's Pharmacy	X	X	X	X	110	1
007	Capistrano Liq.	X	X	X	X	275	2
011	Alipaz Liq	X		X		150	1
023A	Sunset Beverage						
027	Dads Liq.	X	X	X	X	275	2
037	Catalina Deli	X	X	X	X	275	3
041A	Normands Liq.						
046A	Johns Market	X	X	X	X	230	1
046B	Liquor Locker						
049A	Gourmet Wines of Cal.	X	X	X	X	100	1
055	Spirits & Stuffs						
056	Panty Time Liq.	X	X			180	2
058B	Vics Market						
059	Juliens Beer & Wines	X	X	X	X	100	1
060A	Dana Point Wine	X	X	X	X	130	2
062	7/Eleven						
063	Arch Bay Liq.	X	X	X	X	125	1
074	7/Eleven	X	X	X	X	175	2
	21 Calls	14					

2043837695

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Territory 55-14-02

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
006A	Spirit of St. Germain					100	
011	Spirit of St. Germain					150	1
015	Quik Serv	X	X	X	X	250	3
052	Spirit of St. Germain						
058	Old World Liq.	X	X	X	X	220	2
060A	Minute King Village					100	0
066	Woodbridge Wine	X	X	X	X		
070A	Rolfs Wine Espirits	X	X	X	X	100	0
074A	Stocked Mkt	X	X	X	X		
005	Convenient Foods	X	X	X	X	150	1
020	Towne Plaza	X	X	X	X	150	1
022	Kwik Stop	X	X	X	X	110	1
028	Liquor Bank	X	X	X	X	220	2
033	Laguna Hills Liq.	X	X	X	X	150	0
045	Liquor Grant					150	
054	Wild West					120	
055	Rockfield Liq.	X	X	X	X	110	
081	Walnut Hill Liq.	X	X	X	X	200	
	18 Calls	12					

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Territory 55-14-03

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
031	The Still	X	X	X	X	200	7
056	Liq 21	X	X	X	X	110	1
061	Bal Port Liq.					170	1
062A	Baers Outpost					100	.5
067	Sportsman Liq.					100	4
073	Hershey's Mkt					120	1
076B	Holiday House					100	2
078	Spigot Liq.	X	X	X	X	160	.5
081	Reef Liq.					120	2
082	Broadway Liq.					200	3
090	Champagnes Mkt	X	X	X	X	200	3
035	Mr. B's	X	X	X	X	180	1
019	Minute King					220	.5
029	Minute King					250	.5
021	Newport Liq.					150	2
059	King Liq.	X	X	X	X	320	2
002	Blvd Mkt					110	
009	Baycrest Liq.	X	X	X	X	330	
018	EZ in Liq.	X	X	X	X	150	
024	Rancho Mkt					370	
026	Hi Time Two	X	X	X	X	180	2
043	Calif. Stop					200	1
	22 Calls	9					

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Territory 55-14-04

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
006	Partytime Liq.	X	X	X	X	120	2
011	Southwood Liq.					120	.5
015	Harbor Beer & Wines	X	X	X	X	70	2
001	7/Eleven					100	1
004	Mesa Verde Liq.					200	1
016	Exxon Corner Mkt	X	X	X	X	240	2
017	Sunshine Mobil	X	X	X	X	200	2
021	7/Eleven					180	1
023	Mesa Village Liq.	X	X	X	X	220	2
029	7/Eleven					220	1
070	7/Eleven	X	X	X	X	220	2
	11 Calls	6					

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Territory 55-14-05

Distribution accepted - X

CALL #	STORE NAME	10's Reg	10's Men	20's Reg	20's Men	Total CPW	Dunhill CPW
002	Hanshaw Chapman					230	
005	7/Eleven					350	
011	7/Eleven	X	X	X	X	300	2
012	Royal Mkt	X	X	X	X	270	3
023	Hanshaw	X	X	X	X	150	1
025	Redhill Liquor	X	X	X	X	200	2
029	Friendly Deli					280	
039	Mini Mart	X	X	X	X	315	2
044	Golden Market	x	x	x	x	130	1.5
053	Bradleys Liquor					245	
087A	South Coast Liquor					205	
008	Adolfo's Liquor	X	X	X	X	205	2
	12 Calls	7					

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